

ABSTRACT OF THE DISCLOSURE

An online shopping method comprising steps of: transmitting identification information on a dealer from a dealer server to a purchaser terminal; transmitting the identification information on the dealer from the purchaser terminal to an authentication server; retrieving credibility information on the dealer corresponding to the identification information on the dealer by the authentication server; transmitting identification information on the purchaser from the purchaser terminal to the dealer server; transmitting identification information on the dealer from the authentication server to the purchaser terminal; transmitting the identification information on the purchaser from the dealer server to the authentication server; retrieving credibility information on the purchaser corresponding to the identification information on the purchaser by the authentication server; and transmitting the credibility information on the purchaser from the authentication server to the dealer server.